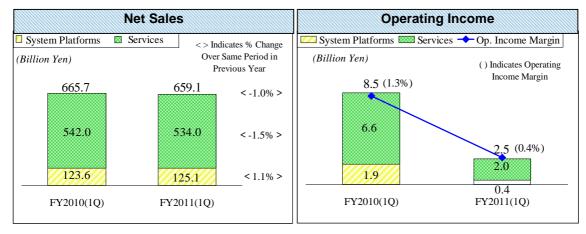
# 3. Results by Business Segment

Information on fiscal 2011 first-quarter consolidated net sales (including intersegment sales) and operating income broken out by business segment is presented as follows.



## **Technology Solutions**

Consolidated net sales in the Technology Solutions segment amounted to 659.1 billion yen (US\$8,137 million), down 1.0% from the first quarter of fiscal 2010. Sales in Japan were essentially unchanged. In addition to the impact the Great East Japan Earthquake had on sales of network products, sales of mobile phone base stations also fell with the industry still in the midst of transitioning to a full-fledged deployment of commercial

|                         | (Billion Yen)            |                             |  |
|-------------------------|--------------------------|-----------------------------|--|
|                         | First Quarter<br>FY 2011 | Change vs.<br>1Q FY<br>2010 |  |
| Net Sales               | 659.1                    | -1.0%                       |  |
| Japan                   | 402.7                    | -0.2%                       |  |
| Outside Japan           | 256.3                    | -2.2%                       |  |
| <b>Operating Income</b> | 2.5                      | -6.0                        |  |

LTE\* services. Sales were boosted, however, by the high-volume production of dedicated servers for the Next-Generation Supercomputer system. In system integration services, although there were signs of a recovery in parts of the manufacturing industry, overall corporate spending restraints continued, and sales as a whole were flat. Outsourcing services achieved steady growth. Sales outside Japan declined 2.2%. Excluding the impact of exchange rate fluctuations, however, sales increased by 2%, primarily as a result of higher sales of optical transmission systems in the US and infrastructure services to the Australian government.

The segment posted operating income of 2.5 billion yen (US\$31 million), a decrease of 6.0 billion yen compared to the first quarter of fiscal 2010. In Japan, profitability declined due to lower sales as the result of the earthquake, as well as the impact of lower sales of mobile phone base stations. Outside Japan, despite the positive effects of higher sales of optical transmission systems in the US, income declined due to the continued impact of fiscal austerity measures in the UK on sales of infrastructure services.

(\*) Long Term Evolution (LTE): A next-generation high-speed data communications standard that further improves on the 3G mobile phone data communications standard.

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## (1) Services

Net sales in the Services sub-segment amounted to 534.0 billion yen (US\$6,593 million), down 1.5% from the same period a year earlier. In Japan, sales declined 1.3%. Sales of outsourcing services grew steadily, but systems integration services sales declined due to the adverse impact of the earthquake, among other factors. In systems integration services, although there were signs of a recovery in parts of the manufacturing industry, the impact of ICT-related budget reductions in the public sector

|                  | (Billion Tell)           |                             |
|------------------|--------------------------|-----------------------------|
|                  | First Quarter<br>FY 2011 | Change vs.<br>1Q FY<br>2010 |
| Net Sales        | 534.0                    | -1.5%                       |
| Japan            | 318.0                    | -1.3%                       |
| Outside Japan    | 216.0                    | -1.7%                       |
| Operating Income | 2.0                      | -4.5                        |

(Billion Yen)

and corporate spending restraints across the entire private sector continued. Sales outside Japan declined 1.7%. Excluding the impact of currency fluctuations, however, sales outside Japan were on par with the previous year. Fiscal austerity policies hit sales in the UK, although sales to the Australian government demonstrated steady growth.

Operating income for the Services sub-segment was 2.0 billion yen (US\$25 million), a decrease of 4.5 billion yen compared to the same period of fiscal 2010. In Japan, profitability declined due to the impact of lower sales and continued upfront investments related to cloud services. Outside Japan, despite improved profitability in Europe, income declined due to the continued impact of lower sales resulting from fiscal austerity policies implemented by the UK government.

To eliminate unprofitable projects, Fujitsu established its Assurance Group, which combines assurance functions both inside and outside Japan. The company will institute a system of oversight from headquarters that will enhance its ability to evaluate risk at the time of contract and manage the progress of projects. Fujitsu will be able to offer high-quality, uniform services on a global scale, thereby accelerating the globalization of its business.

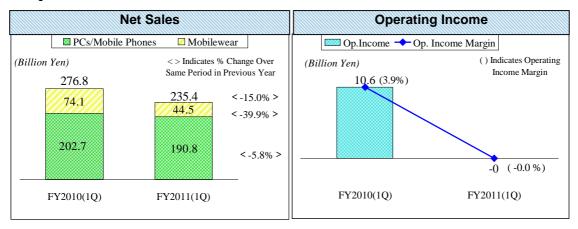
#### (2) System Platforms

Net sales in the System Platforms sub-segment were 125.1 billion yen (US\$1,544 million), an increase of 1.1% from the first quarter of fiscal 2010. In Japan, sales increased 4.2%. In addition to lower sales due to delays in the procurement of some components stemming from the effects of the earthquake, primarily of network products, mobile phone base station sales also declined as a result of the industry in the midst of transitioning to

|                  |                          | (Billion Yen)               |
|------------------|--------------------------|-----------------------------|
|                  | First Quarter<br>FY 2011 | Change vs.<br>1Q FY<br>2010 |
| Net Sales        | 125.1                    | 1.1%                        |
| Japan            | 84.7                     | 4.2%                        |
| Outside Japan    | 40.3                     | -4.7%                       |
| Operating Income | 0.4                      | -1.4                        |

the full-fledged deployment of commercial LTE services. However, net sales increased for dedicated servers used in the Next-Generation Supercomputer system and for x86 servers. Sales outside Japan declined 4.7%. Excluding the impact of currency fluctuations, however, sales increased 4.0%. While there were lower sales of UNIX servers in the Americas, rising communications traffic in North America lifted sales of optical transmission systems. In addition, sales of x86 servers in Europe increased.

Operating income for the System Platforms sub-segment was 0.4 billion yen (US\$5 million), a decline of 1.4 billion yen compared to the first quarter of fiscal 2010. In Japan, income declined as a result of upfront investments related mainly to network technologies, in addition to the impact of lower sales due to the earthquake. Outside Japan, profitability improved due to the effect of higher x86 server sales and the promotion of cost reductions, as well as the effect of higher optical transmission system sales.



## **Ubiquitous Solutions**

Net sales in the Ubiquitous Solutions segment were 235.4 billion yen (US\$2,906 million), a decline of 15% compared to the same period in fiscal 2010. Sales in Japan declined 15.8%. PC sales declined due to escalating price competition stemming from inventory clearance promotions implemented by each company prior to the launch of new models in the consumer market. In the mobile phone business, even with an expanding market for smartphones\* and the positive

|                  | First Quarter<br>FY 2011 | Change vs.<br>1Q FY<br>2010 |
|------------------|--------------------------|-----------------------------|
| Net Sales        | 235.4                    | -15.0%                      |
| Japan            | 178.8                    | -15.8%                      |
| Outside Japan    | 56.5                     | -12.3%                      |
| Operating Income | -0.0                     | -10.6                       |

(Billion Yen)

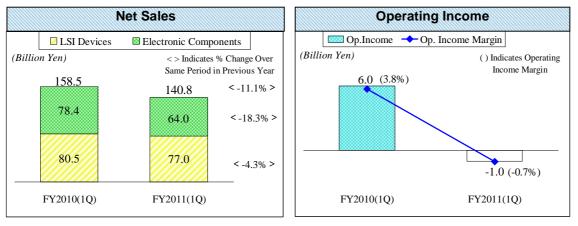
impact of the merger of Toshiba Corporation's mobile phone business, sales declined overall on account of lower unit sales of feature phones\*\* resulting from delays in the procurement of some components due to the earthquake, among other factors. In addition, interruptions in automobile production due to the earthquake and the expiration of the government's eco-car subsidy program in the first half of fiscal 2010 also led to a decline in sales of the mobilewear sub-segment's car audio and navigation systems. Sales outside Japan declined 12.3%. PC sales were on par with the first quarter of the previous fiscal year, however, sales of mobilewear devices declined, having been impacted by interruptions in automobile production outside Japan due to the earthquake.

Operating income for Ubiquitous Solutions was at the breakeven point, having deteriorated 10.6 billion yen compared to the first quarter of the previous fiscal year. Although the decline in sales of PCs in Japan was offset by cost reductions, the mobile phone business was buffeted by a decline in production and sales due to shortages in the supply of components following the earthquake. As well, mobilewear fell in revenue due to the earthquake. Outside Japan, although there was a decline in revenue from mobilewear, the PC business improved in profitability thanks to the lower cost of parts procurement, driven by the weak US dollar.

(\*) Smartphone: A mobile handset equipped with personal digital assistant (PDA) functionality that can be freely customized like a PC.

(\*\*) Feature phone: A standard mobile handset categorized differently than a smartphone.

### **Device Solutions**



Note: LSI Devices sales include intrasegment sales to the electronic components business.

Net sales in Device Solutions amounted to 140.8 billion yen (US\$1,738 million), a decline of 11.1% compared to the first quarter of fiscal 2010. Sales in Japan declined 3.2%. LSI device sales resulted from the final shipments of CPUs in the Next-Generation Supercomputer system and from increased demand for mobile phones. However, overall sales declined, chiefly for digital AV and automobile applications, on account of the earthquake impact. Sales of electronic components remained on par

|                  | First Quarter<br>FY 2011 | Change vs.<br>1Q FY<br>2010 |
|------------------|--------------------------|-----------------------------|
| Net Sales        | 140.8                    | -11.1%                      |
| Japan            | 81.3                     | -3.2%                       |
| Outside Japan    | 59.5                     | -20.1%                      |
| Operating Income | -1.0                     | -7.0                        |

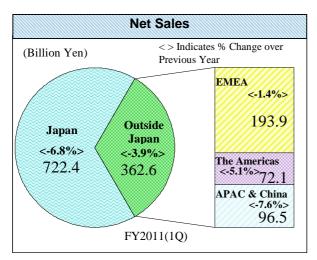
with the first quarter of the previous fiscal year. Sales outside Japan declined 20.1%. Even excluding the impact of exchange rate fluctuations, sales declined 12%. Sales of LSI devices remained essentially unchanged from the first quarter of fiscal 2010. In the electronic components business, sales fell on account of customer inventory adjustments.

The Device Solutions segment recorded an operating loss of 1.0 billion yen (US\$12 million), representing a deterioration of 7.0 billion yen from the first quarter of fiscal 2010. In Japan, LSI devices were adversely impacted by lower sales due to the earthquake. The demand for electronic components also declined as a result of the rising cost of raw materials for batteries. Outside Japan, the electronic components business was hit by a decline in sales and currency fluctuations.

(Billion Yen)

# **Geographic Information**

Sales and operating income for Fujitsu and its consolidated subsidiaries according to country and region are as follows.



| Operating Inc | ome     | (B      | illion Yen) |
|---------------|---------|---------|-------------|
|               | First   | First   | Change      |
|               | Quarter | Quarter | vs. 1Q      |
|               | FY 2010 | FY 2011 | FY 2010     |
| Japan         | 31.6    | 4.6     | -26.9       |
|               | [4.1%]  | [0.6%]  | [-3.5%]     |
| Outside       | -4.3    | -5.0    | -0.6        |
| Japan         | [-1.1%] | [-1.4%] | [-0.3%]     |
| EMEA          | -5.8    | -6.6    | -0.7        |
|               | [-3.0%] | [-3.4%] | [-0.4%]     |
| The           | -0.2    | 1.0     | 1.3         |
| Americas      | [-0.4%] | [1.4%]  | [1.8%]      |
| APAC &        | 1.8     | 0.6     | -1.2        |
| China         | [1.8%]  | [0.6%]  | [-1.2%]     |

Note: Numbers inside brackets indicate operating income margin.